

# Fashion Calendar 1948

OCT.  
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1948

JANUARY

FEBRUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET NEW YORK 19, N.Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 25, 1948</u>			
Friday Oct. 22 2:30 P.M.	PRESS PREVIEW OF PRECIOUS HANDBAGS  Press showing of the "Tresor" Collection of Precious Handbags, a new division of Koret. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	KORET, INC.	33 EAST 33RD STREET 11TH FLOOR
Monday Oct. 25 4:30 P.M. Cocktails	PRINT FASHIONS FOR RESORT AND SPRING  Robaix will present their exclusive prints for Resort and Spring in fashions created by America's leading designers at an all-print fashion show. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	ROBAIX, INC.	HOTEL PLAZA TERRACE ROOM
Monday Oct. 25 7:30 P.M.- 9:30 P.M.	FOURTH SESSION: FASHION TRAINING COURSE  Subject: "Buying"--Discussion of Ready-to-wear (High Fashion and Volume), and Millinery. Speakers: Dorothy Anderson of John Wanamaker; Olive Smith of Montgomery Ward; and Frances Hodges of Consolidated Millinery Co. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
Monday Oct. 25 5:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF JEWELRY EXHIBIT  Special preview of an exhibit of precious stones and gold jewelry, designed by Nedja Buckley for Georg Jensen. Attendance by invitation. Publicity: Irene McCallum, EL. 5-6630.	GEORG JENSEN	667 FIFTH AVENUE
Beginning Monday Oct. 25	OPENING OF SPRING COLLECTION  Maxwell and Koch will present their Spring daytime and cocktail dresses to the trade at continuous daily showings. Contact: Walter Ginsburg, LO. 5-0375.	MAXWELL & KOCH, INC.	530 SEVENTH AVENUE SHOWROOM
Monday Oct. 25- Oct. 28	FIFTEENTH ANNUAL NATIONAL SHOE FAIR  Shoe buyers from the U.S. and Canada will participate in the largest National Shoe Fair in history. Spring footwear fashions will be displayed in four Chicago hotels: Palmer House, Stevens, Morrison and Congress. Contact: George E. Gayou, Mgr., Palmer House, Room 953 W, Chicago, Illinois.	NATIONAL SHOE MFRS.; NATIONAL SHOE RETAILERS	FOUR LEADING CHICAGO HOTELS
Monday Oct. 25- Oct. 29	SHOWINGS OF SPRING AND CRUISE LINE  Daily continuous showings for the press of Kay Dunhill's Spring and Cruise line, featuring the new "Clipper" Blouse. Contact: Tere G. Rogel, Max Rogel & Associates, Market 2-3788 (Newark).	KAY DUNHILL	1350 BROADWAY SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 25-	SHOWINGS OF JUDY NELL SPRING SUITS & COATS	JULIUS NELSON CORP.	247 WEST 38TH ST. SHOWROOM
Oct. 29	Personalized showings of the Judy Nell suits and coats for Spring will be presented to the press from 10:00 A.M. to 4:30 P.M. Contact: Tere G. Rogel, Max Rogel & Associates, Market 2-3788 (Newark).		
Monday Oct. 25-	TRADE SHOWING OF "KOUFY MODELS"	CHAS. KUPPERSTEIN LTD. (LONDON, ENGLAND)	SHERRY NETHERLAND 5TH AVE. & 59TH ST.
Nov. 4	Mr. G. Charles, designer and Managing Director of Chas. Kupperstein Ltd. of London, will present a trade showing of his 1949 Spring Collection of "Koupy Models", misses coats and suits at 10:30 A.M. and 2:30 P.M. daily. Contact: Dorothy V.E. Smee, U.S. Representative, VO. 5-2800; or Frank E. Kahn, GR. 7-0758.		
Beginning Monday Oct. 25	OPENING OF FOGA SPRING LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	The following members of the FOGA will present their Spring lines:		
	<u>MONDAY, OCTOBER 25</u>		<u>THURSDAY, NOVEMBER 4</u>
	Paul Sachs Originals, Inc.	Hansen Bang, Inc.	
	Frank Starr, Inc.	William Bass Dress Co.	
	<u>TUESDAY, OCTOBER 26</u>	Ed Gerrick, Inc.	
	Fred Greenberg Dress Co., Inc.	Joseph Halpert, Inc.	
	Charles Lang, Inc.	Morris & Marcus	
	Rudolf Gowns	Parnis-Livingston, Inc.	
	<u>WEDNESDAY, OCTOBER 27</u>		<u>MONDAY, NOVEMBER 8</u>
	Janet Taylor	Deitsch, Wersba & Coppola, Inc.	
	<u>THURSDAY, OCTOBER 28</u>	Herbert Sondheim, Inc.	
	International Dress Co., Inc.		<u>TUESDAY, NOVEMBER 9</u>
	Kaplan & Grabois	Fox-Brownie, Inc.	
	David Leonard & Levine Co.	Suzanne-Augustine, Inc.	
	<u>FRIDAY, OCTOBER 29</u>		<u>WEDNESDAY, NOVEMBER 10</u>
	Samuel Kass Gowns, Inc.	Mary Lee, Inc.	
	<u>MONDAY, NOVEMBER 1</u>	Ben Reig, Inc.	
	C.H.D. Robbins Co.		
	Martin Simon, Inc.		
	Hannah Troy, Inc.		
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

Oct. 25	NATIONAL BUSINESS SHOW AT GRAND CENTRAL PALACE. (Oct. 25--Oct. 30).		
Tuesday Oct. 26	LUNCHEON FASHION PRESENTATION	SADA SACKS (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	Showing of daytime and evening fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 26	FASHION PRESENTATION BY HARPER'S BAZAAR	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Annual luncheon and fashion show by the National American Women's Voluntary Services, with a showing of new Winter and Resort fashions from top American designers, selected and presented by "Harper's Bazaar". Price: \$5.00 per person. For tickets, contact: A.W.V.S., 99 Park Avenue, LE. 2-1722. Publicity: Julie R. Stein, LE. 2-1722.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 26-	"FASHIONS OF THE TIMES": SEVENTH EDITION	NEW YORK TIMES	N.Y. TIMES HALL 240 WEST 44TH ST.
Oct. 29 2:30 P.M.; 8:30 P.M.	The New York Times will present its Seventh Annual Fashion Show "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.		
Beginning Tuesday Oct. 26	SHOWING OF SPRING COLLECTION	KORY JUNIOR, INC.	1375 BROADWAY 24TH FLOOR
	Kory Junior Spring Collection, designed by Lester Wicks, will be presented at 10:30 A.M. and 2:30 P.M. daily. Contact: PE. 6-0287.		
Beginning Tuesday Oct. 26	JUNIOR DRESS CREATORS SPRING OPENINGS	JUNIOR DRESS CREATORS OF NEW YORK, INC.	INDIVIDUAL N. Y. SHOWROOMS
	<u>TUESDAY, OCT. 26:</u> Arkay Junior Frocks, Inc.; Babs Junior, Inc.; Joanne Junior--Zinn Bros.; Junior Formals, Inc.; Mairell Junior; Margot Dresses, Inc.; Modern Age Junior.		
	<u>WEDNESDAY, OCT. 27:</u> International Junior		
	<u>WEDNESDAY, NOV. 3:</u> Young American Deb., Inc.		
	Contact individual manufacturers.		
Wednesday Oct. 27 12:30 P.M. Luncheon	"RAINBOW SHOWING" OF SWIMSUIT FASHIONS	GANTNER OF CALIFORNIA (1410 BROADWAY)	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Luncheon showing for the press of "Gantron" swimsuits for 1949 at a "Rainbow Showing" by Gantner of California. (Note change of time and place.) There will be a showing for the trade at 4:30 P.M. Attendance by invitation only. Publicity: Alma Pitts, WI. 7-0987.		
Wednesday Oct. 27 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
	New millinery fashions by Eve Tartar at a luncheon show. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room head-waiter, TE. 8-8000. Eve Tartar contact: Estell Staub, TE. 8-5254. Hotel Pierre Fashion Publ.: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Oct. 27 2:30 P.M.	SHOWING OF WOMEN'S COMPLETE WARDROBE	B. ALTMAN & CO.	3RD FLOOR
	Coats, suits, dresses, gowns, and millinery for women will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Wednesday Oct. 27 3:30 P.M. Tea; Cocktails	PRESS SHOWING OF IMPORTED SPORTSWEAR	JAEGER	5 EAST 40TH STREET SHOWROOM
	An English tea-party for the press by Jaeger, with a presentation of their Spring collection of imported sportswear. Attendance by invitation only. Publicity: Elsie Marshall, MU. 6-1540.		
Wednesday Oct. 27 4:30 P.M. Cocktails	SHOWING OF SPRING FABRICS COLLECTION	MIRON WOOLENS	HAMPSHIRE HOUSE COTTAGE
	Miron's merchandise and fashion clinic to introduce their Spring fabrics collection. Cocktails and buffet dinner will be served. Attendance by invitation only, for Miron's franchised piece goods departments and the fabric press. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340.		

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Wednesday Oct. 27 5:00 P.M.- 7:00 P.M. Cocktails	PHOTOGRAPHIC FABRICS EXHIBITION  An exhibition of Photographic Fabrics showing a new method of printing textile patterns, suitable for dresses, lingerie, beachwear, accessories. By invitation only. Trade showing on Thursday, Oct. 28, from 5:00 P.M. to 7:00 P.M. Contact: CI. 5-7047 or CO. 5-8243.	LEIZE ROSE STEWART (59 WEST 54TH ST.)	ADVERTISING CLUB 23 PARK AVENUE
Beginning Wednesday Oct. 27	OPENING OF SPRING COLLECTION  Daily showings, 10:30 A.M. and 2:30 P.M., of Spring collection, designed by Jennifer. Contact: Louis Galosy or Estelle Schwartz, BR. 9-9328.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM
Thursday Oct. 28 9:30 A.M. Coffee	PRESS PREVIEW: SPRING COATS AND SUITS  Press showing of coats and suits for Spring, 1949 by George Jablow. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE 9TH FLOOR
Thursday Oct. 28 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING  Subject: "Inside Today's House--It's furnishings--Do they face the facts of living? What about design trends versus style shifts?" Speaker: George Nelson, architect, industrial designer and editor of "Interiors" magazine. Rebuttal by Charles S. Shaughnessy, Vice Pres. of Macy's, N.Y. Other speaker will be announced later. Chmn. of Home Furnishings Div.: Helen Kelly. Price (incl. tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Oct. 28 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW  I. Miller will present cocktail, dinner, and dressy daytime shoes during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. I. Miller Publicity: Alexander Tarsaidze, BR. 9-2000. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	I. MILLER	HOTEL PLAZA PERSIAN ROOM
Friday Oct. 29 4:00 P.M.- 6:00 P.M. Cocktails	FIRST PRESS SHOWING OF SPRING ORIGINALS  Original coats, suits and dresses by Callot Soeurs of Paris will be presented to the press. Hats by Suzanne Milan. Introduction of Dieu du Jour Perfume. Attendance by invitation. Publ.: Mary Marsh, MU. 5-6280.	CALLOT SOEURS OF PARIS (72 EAST 56TH STREET)	HOTEL BILTMORE MUSIC ROOM
Saturday Oct. 30 11:00 A.M.	JUNIOR ACHIEVEMENT FASHION PRESENTATION  Gimbels will present a co-ed teen-age showing of fashions to "Dress for the Occasion". There will be an audience participation program and observance of Junior Achievement County Fair week in connection with the celebration of this week throughout the country. (Junior Achievement is a non-profit national organization developing and expanding a spare time educational program to give teenage youth experience in working in the business world.) Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBELS	5TH FLOOR TEEN WORLD
Oct. 31	HALLOWE'EN (Sunday)		
Oct. 31	GIRL SCOUT WEEK (Oct. 31 -- Nov. 6)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 1-	TWENTY -FIFTH ANNUAL WOMEN'S EXPOSITION	WOMEN'S INTERNATIONAL EXPOSITION	71ST REG. ARMORY 34TH & PARK AVENUE
Nov. 7 12:00 Noon- 11:00 P.M.	The Silver Jubilee of the Women's International Exposition will include cultural, educational and industrial activities. Admission: 50¢ plus tax. Publicity: Aileen Fogarty, PL. 9-4765.		
Monday Nov. 1 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM
	Sydell will present her collection of original Fall and Winter custom-made suits, dresses and evening gowns, concluding with a bridal procession. Show at 3:00 P.M. For benefit of Federation for European Relief. For tickets, contact: LE. 2-3780. Sydell contact: PL. 8-0892.		
Week of Nov. 1	MAIN SPRING OPENINGS GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	The shoes to be featured at this opening are: Spring shoes in country, town, afternoon and dinner types with attention to shoe wardrobe. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); M. Wolf Sons, Inc. (Loupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate G. Kamen, Exec. Secy., RE-4-4888.		
Nov. 1	AMERICAN ART WEEK (Nov. 1 -- Nov. 7).		
Nov. 2	ELECTION DAY (Tuesday).		
Beginning Tuesday Nov. 2	RESORT AND SPRING OPENING FOR TRADE	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
	Maria Krum will present her Spring and Resort Collection of Trotteurs and dinner and evening costumes at 10:30 A.M. and 2:30 P.M. on Tuesday, Nov. 2; daily thereafter by appointment. Contact: Helen Wall, CI. 7-3060.		
Tuesday Nov. 2- Nov. 9	SIXTIETH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN.		
	Eight evening and eight matinee performances of the 60th National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Publicity: Elser & Cothran, MU. 7-7837.		
Wednesday Nov. 3 12:00 Noon Luncheon	NEEDLEPOINT IN FASHION AT LUNCHEON SHOW	J. JOLLES STUDIOS, INC. HAMPSHIRE HOUSE (33 EAST 33RD STREET)	COTTAGE
	Luncheon showing of the use of needlepoint in fashion. Attendance by invitation only. Contact: Mrs. Dee Bass, MU. 3-0844.		
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	MARY BLACK OF LONDON	HOTEL PIERRE COTILLION ROOM
	Mary Black of London will present her fashions during luncheon. For benefit of Tree Planting Division of the Park Ass'n of N.Y. Press by invitation. Public by reservation; contact, "François", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Cancelled Nov. 3	THE GEORG JENSEN LUNCHEON FASHION SHOW ORIGINALLY SCHEDULED FOR WEDNESDAY, NOV. 3 AT 1:00 P.M. AT THE WALDORF-ASTORIA HAS BEEN CANCELLED.		

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Wednesday Nov. 3 3:00 P.M.	PREMIERE SHOWING OF CUSTOM-MADE CLOTHES Lilly Dache will present a Premiere Showing for the press of her custom-made fashions. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Nov. 3 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF HAND-WOVEN SILKS FROM SIAM Presentation of Thaibok Fabrics, pure silk hand-woven textiles produced for Burwell Allen & Co. in various provinces of Siam. Trade showings from 10:00 A.M. to 12:00 Noon and press showings from 4:00 P.M. to 7:00 P.M. These fabrics are available for the first time in America. Attendance by invitation only. Publicity: Florence Brobeck, GR. 3-4119.	BURWELL ALLEN & CO. (39 EAST 61ST ST.)	HOTEL PIERRE SUITE 4 (2ND FLOOR)
Wednesday Nov. 3 4:30 P.M.	PRESS SHOWING OF SOPHIE MILLINERY Preview of Sophie Millinery designed by Otto Lucas. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA
Thursday Nov. 4 9:45 A.M. Breakfast	"AIR HAPPY FASHIONS" FOR TRAVEL AND RESORT "Air Happy Fashions" will be presented by Lane Bryant showing a collection of travel and resort wear for the larger sizes in chubby, miss and women's styles. Attendance by invitation only. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	PARK AVENUE THEATRE 487 PARK AVENUE
Thursday Nov. 4 12:15 P.M. Luncheon	ACCESSORIES GROUP LUNCHEON MEETING Forecast of Resort Accessory news with a fashion show by the following six magazines; "Good Housekeeping", "Holiday", "Ladies Home Journal", "Harper's Bazaar", "Mademoiselle", and "Vogue". News report and commentary by Betty Held, chmn. of Accessories Division. Price (including tax and tip): \$4.00 for members, \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Nov. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of Ritter Original "Symphony Fur Fashions" at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Ritter Publicity: Claire A. Wolff, LO. 4-7230. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 4 3:30 P.M.	PRESS SHOWING OF "FASHIONS IN FIGURES" Flexees will present "Fashions in Figures" for Spring 1949, at a special press showing of brassieres, girdles and combinations. Showing promptly at 4:00 P.M. By invitation only. Publicity: Veronique Hall, PL. 7-6300.	FLEXEES	417 FIFTH AVENUE SHOWROOM
Thursday Nov. 4 4:00 P.M.	AMERICAN FASHION CRITICS' AWARD Coty will present the sixth annual American Fashion Critics' Award to four outstanding fashion designers. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	GRACIE MANSION 86TH ST. & EAST RIVER
Nov. 5	HORSE SHOW BALL AT WALDORF-ASTORIA (Friday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 8-	SPRING LINE OF MERRY-GO-ROUND BRAS	PETER PAN FOUNDATIONS	312 FIFTH AVENUE SHOWROOM
Nov. 12 9:00 A.M.- 11:00 A.M. Breakfast	Peter Pan Foundations, Inc., will show the Spring line of Merry-Go-Round Bras to the press and out-of-town buyers. Advanced Spring fashions by leading designers will be featured with coordinated bras. Daily showings promptly at 10:30 A.M. Publicity: Ruth Hammer Assoc., EL. 5-6043.		
Monday Nov. 8-	DAILY SHOWINGS OF SPRING BRASSIERES	QUEST-SHON MARK BRASSIERE CO.	HOTEL McALPIN CRYSTAL ROOM
Nov. 11 11:00 A.M.- 4:00 P.M.	The Quest-Shon Mark Brassiere Co. will present a daily fashion show at 1:00 P.M. showing the proper type of bras to wear with formal or sports apparel. Contact: Betty Coy, WI. 7-0195.		
Monday Nov. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	FOR BENEFIT OF JUNIOR LEAGUE	HOTEL PIERRE COTILLION ROOM
	Furs by Maximilian, with fashions by Fira Benenson, and hats by Mr. John will be presented at a luncheon show sponsored by Junior League of New York. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.		
Beginning Monday Nov. 8- Nov. 12 2:30 P.M. and 4:30 P.M.	BALMAIN ORIGINALS AND SPRING FASHIONS	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
	Sam Friedlander will feature new neckline fashions in the presentation of his Resort, Spring and Summer collection. Also, originals designed by Pierre Balmain of Paris. Showings daily from Monday, Nov. 8, through Friday Nov. 12 at 2:30 P.M. and 4:30 P.M. For reservations, contact: Agatha Phillips, PE. 6-2663. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Nov. 8 4:00 P.M.	SHOWING OF MIDWINTER AND SPRING MILLINERY	HOUSE OF ARDEN	225 EAST 51ST ST. SALON
	First fashion show by the House of Arden with a presentation of Spring hats. By invitation only. Publicity: Muriel Francis, PL. 9-5600.		
Beginning Monday Nov. 8	OPENING OF SPRING COLLECTION	JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM
	Joseph Halpert will present his Spring Collection to the trade at 10:30 A.M. and 2:30 P.M. daily. For trade appointments contact: WI. 7-7400. Publicity: Viola Shefer, PL. 3-3173.		
Beginning Monday Nov. 8	OPENING OF SPRING COLLECTION	RENEL, LTD.	751 MADISON AVENUE
	Renel will present their Spring Collection to the trade. By appointment. Contact: RH. 4-5656.		
Monday Nov. 8- Nov. 12	SPRING CORSET AND BRASSIERE MARKET WEEK	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN 5TH AND 6TH FLOORS
	Collective showing by approximately 80 exhibitors of the Corset and Brassiere Exhibitors Guild during the Spring Market Week. Contact: Jed Sylbert, chairman, 220 Fifth Ave., MU. 3-1593.		
Tuesday Nov. 9 11:00 A.M. and 8:30 P.M.	ANNUAL FASHION SHOWING OF FOUNDATION GARMENTS "Looking Forward" -- trade and press showing of fashion foundations for 1949 by the Warner Bros. Co. Attendance by invitation only. Publicity: Anne M. Ketcham, MU. 3-1194.	WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 9 3:30 P.M.	ADVANCE SPRING OPENING OF BLOUSE COLLECTION  Yolande will introduce their collection of handmade blouses for Spring to the press. The collection will include Yolande interpretations of Parisian blouse fashions, as well as American inspired designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Wednesday Nov. 10 11:00 A.M.	PRESS PREVIEW OF HELEN LIEBERT HATS  Preview of Helen Liebert's hats designed for Resort and Spring wear. Attendance by invitation only. Publicity: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57 ST. SALON
Wednesday Nov. 10 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW  Presentation of casual fashions at a luncheon show. Press by invitation. Public by reservation, contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	CASUAL CLOTHES INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Postponed Nov. 10	THE WILLIAM WINKLER PRESS SHOWING OF NYLON FABRICS ORIGINALLY SCHEDULED FOR WEDNESDAY, NOV. 10, HAS BEEN POSTPONED TO THURSDAY, DEC. 2, AT 4:00 P.M.		
Nov. 11	ARMISTICE DAY (Thursday).		
Thursday Nov. 11 12:30 P.M. Luncheon	"SPRING MAGIC"-- MILLINERY FASHIONS  The Millinery Designers League will present their semi-annual luncheon showing of Advance Spring hats. Press by invitation. Luncheon tickets available to the trade. Price: \$12.50. Contact: Anne Hoerer, PE. 6-8444.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Beginning Thursday Nov. 11	OPENING OF SPRING COLLECTION  Carmel Brothers will present their Spring Collection of coats and suits on Thursday, Nov. 11, at 10:30 A.M.; and daily thereafter at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Laurence Carmel, LA. 4-3310.	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM
Nov. 15- Nov. 20	AMERICAN KNIT GLOVE WEEK  The Glove Week promotion will give United States Savings Bonds to the store doing the best all-around promotion of "American Knits" during the week. Judging will be based on originality and coordination of window displays, newspaper and radio publicity, department promotion and advertising campaigns. Publicity: Claire A. Wolff, LO. 4-7230.		
Tuesday Nov. 16 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION  Luncheon showing for benefit of the Judson Health Center, showing furs by Maximilian with hats by Walter Florell and fashions by Fira Benenson. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Price of tickets: \$6.00. Checks payable to: Elizabeth C. Kenyon, benefit treasurer, Judson Health Center, 237 Thompson Street, SP. 7-0683.	FOR BENEFIT OF JUDSON HEALTH CENTER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Nov. 16 2:30 P.M.	"CANYON COLORS" BY HENRY ROSENFIELD  Holiday and Resort fashions by Henry Rosenfeld showing a panorama of "Canyon Colors" at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 16 4:00 P.M.	FASHION SHOWING OF INDIAN HEAD COTTONS Textron will present their Indian Head cotton fabrics in a fashion showing of daytime, evening and sports clothes, and bathing suits. Attendance by invitation only. Publicity: Julie Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publ.: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Wednesday Nov. 17 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Dein-Bacher will present fur fashions for resort wear. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 17 1:00 P.M. Luncheon	ORIGINAL HAND-KNITTED DRESSES AND ENSEMBLES Mimi Pearce will present her original hand-knitted dresses and ensembles during luncheon. Press by invitation. Public by reservation; contact "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Monday Nov. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Nov. and Dec. Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Bellciano will present a press preview of new coats and suits for Spring. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Attendance by invitation only. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Nov. 25	THANKSGIVING DAY (Thursday)		
Monday Nov. 29 2:00 P.M.	POPULAR PRICE SHOE FASHION SHOW Fashion Clinic and Style Show of the Popular Price Shoe Show of America, the official volume show sponsored by the Nat'l. Ass'n. of Shoe Chain Stores and the New England Shoe and Leather Ass'n. during Market Week, Nov. 29 - Dec. 2. Fashion director: Ann R. Silver, MU. 7-8654. Co-managers: Edward Atkins and Maxwell Field, MU. 2-8705.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL COMMODORE GRAND BALLROOM
Monday Nov. 29 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1948-49 Metropolitan Opera, the 64th Season. Opening opera is Verdi's "Otello". Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.

MUSIC...MOVIES...THEATRES...TELEVISION

- Wednesday Oct. 27 OPENING: "MINNIE AND MR. WILLIAMS" MOROSCO THEATRE, 45TH W. OF B'WAY John Gassner & David Dietz will present the Richard Hughes play with Eddie Dowling and Josephine Hull in the leading roles. Directed by Eddie Dowling, it is the story of a Welsh minister and his wife who take in a foundling who causes them much trouble. Settings: Mordi Gassner. Publicity: Perlman & Byram, PL. 7-4687.
- Thursday Oct. 28 PREMIERE: "ONE TOUCH OF VENUS" (Movie) CAPITOL THEATRE, 51ST & B'WAY Universal-International Presentation of the musical stage play by S. J. Perelman and Ogden Nash about an Olympian statue which comes to life. Cast features: Ava Gardner, Robert Walker, Dick Haymes, Eve Arden. Producer: Lester Cowan. Gowns by Orry-Kelly. Music: Kurt Weill. Lyrics by Ogden Nash. Publicity: Paula Gould, CO. 5-1250.
- Thursday Oct. 28 TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL II Program includes: "Glamour On A Budget", sponsored by A.S. Beck; "High Fashion Trends" featuring fashions from Tina Leser; "Chef's Holiday" and "Design for Living". Gloria Swanson will wear clothes from Anthony Blotta. Director: Dick Rose. Fashion Coordinator: Kay Bardsley. Publicity: Clint Bolton, WPIX, MU. 2-1234.
- Friday Oct. 29 PREMIERE: "JUNE BRIDE" (Movie) STRAND THEATRE, 47TH & B'WAY Warner Bros. comedy about a woman magazine editor (Bette Davis) and her male assistant (Robert Montgomery). Producer: Henry Blanke. Director: Bretaigne Windust. Wardrobe by Edith Head. Publ.: Eve Siegel, CI.6-1000.
- Wednesday Nov. 3 PREMIERE: "SEALED VIRDICT" (Movie) PARAMOUNT THEATRE, 43RD & B'WAY Paramount's production taken from the best-selling novel of the same name by Lionel Shapiro. Starring Ray Milland and European actress, Florence Marly, it is the story of an American lawyer prosecuting six Nazi war criminals at the war crimes trials. Producer: Robert Fellows; Director: Lewis Allan. Costumes: Mary Kay Dodson. Publ.: Rex Taylor, BR. 9-8700.
- Wednesday Nov. 3 OPENING: "SET MY PEOPLE FREE" HUDSON THEATRE, 44TH E. OF B'WAY The Theatre Guild and Allyn Rice present the Dorothy Heyward play starring Canada Lee. Based on a slave uprising, it portrays the wish of the American Negro to set up his own culture and society. Director: Martin Ritt. Sets: Ralph Alswang. Costumes: Ernest Schraps. Musical arrangement and choral direction by Joshua Lee. Publ.: Joe Heidt, CO. 5-6180.
- Thursday Nov. 4 PREMIERE: "THE SNAKE PIT" (Movie) RIVOLI THEATRE, 1620 BROADWAY Darryl F. Zanuck presents the movie version of the novel by Mary Jane Ward depicting the life in a mental institution of an unbalanced girl. Starring Olivia de Havilland, with Mark Stevens, Leo Genn, Celeste Holm, Glenn Langan. Producer: Anatole Litvak; directors: Anatole Litvak and Robert Bassler. Costumes: Bonnie Cashin. Publ.: Jeanette Sawyer, CO. 5-3320.
- Thursday Nov. 11 WORLD PREMIERE: "JOAN OF ARC" (Movie) NEW VICTORIA THEATRE, B'WAY & 46 R.K.O.'s release of Sierra Pictures long awaited "Joan of Arc" starring Ingrid Bergman, with a distinguished cast headed by Jose Ferrer, Francis L. Sullivan, J. Carroll Naish, Ward Bond. Producer: Walter Wanger. Director: Victor Fleming. From the stage play "Joan of Lorraine" by Maxwell Anderson. Costumes: Herschel McCoy and Dorothy Jeakins; sets by Edwin Roberts. Publicity: Rutgers Neilson, CO. 5-6500.